

Importance of visual literacy for promotion of conservation and biodiversity for young people across West Africa. Implementing the Educational Recommendations for Studies in Media, Art and Design, developed within TICASS project

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CACE: Culture and Arts for Conservation and Environment

- Project prepared within the *ACP-EU Culture Programme for Support to the cultural and creative sectors in ACP countries* by consortium led by **Kwame Nkrumah University of Science and Technology in Ghana**.
- Location of the action: Ghana, Nigeria, Sierra Leone, Ivory Coast, The Gambia.

CACE: Culture and Arts for Conservation and Environment

- The project is oriented towards supporting West African art and culture in an intercultural dialogue and exchange with European countries.

- It recognizes the importance of considering visual literacy for the sake of environmental and socio-economical issues, especially for promoting biodiversity, conservation, and taking up alternative ways of professions then forestry in communities exposed to the effects of climate changes.

- The need for transforming art education policy in West African countries gives possibility to implement the Educational Recommendations for Studies in Media, Art and Design, developed within TICASS project.

Problems addressed by the project:

- climate change and environmental degradation leading to many conflicts and migrations, climate refugees, lost identities, xenophobia and marginalization in Europe against refugees and minority migrant communities.

Proposed solutions: promotion of Visual Literacy for Conservation amongst Primary and Secondary school students as a tool for dialogue for reconciliation and conflict prevention between local communities with a focus on Climate Change.

Envisioned effects:

Young West African Artists would:

- have their awareness raised on potentials to enhance their skills through training,
- promote their Works in their communities as a tool for reconciliation and conflict prevention,
- have access to innovative sources of funding for new Works on Conservation, whilst building a network of professional contacts in Europe to enhance access to European Creative and Visual Arts Markets.

Plan of promotion visual literacy and art education on conservation and biodiversity for young people

- Analysis period: regional, cultural and legal conditions of visual literacy and art education will be recognized.
- Implementation period: adjustment of forms and models of visual literacy and art education to each West African country.
- Evaluation period.

Analysis period

- **On-site research**.
- **Analysis of gathered materials on visual literacy and biodiversity across West Africa** (statistical analysis, questionaries and open meetings for representatives of educational/government institutions and primary/secondary school children).

The most important effect in this stage are observations and conclusions, specifying which positively rated educational models currently implemented in Europe are potential solutions to be applied in West African countries and – if necessary – how they should be locally adapted, having cultural aspects in mind.

Implementation period

- **development of Visual Literacy Products** (animations, comics, children books, video -shoots, short-films, mobile animations) on conservation in Primary and secondary schools,
- **educational workshops for young people and women**, including special sessions on Visual Literacy skills in primary and secondary schools to promote conservation,
- ECOWAS (Economic Community of West African States) **Regional Seminar on Visual Literacy and Art Education for Schools**,
- **online Website** for the promotion of Visual Literacy Projects on Conservation for primary/secondary school children.

Evaluation period

Thank you for your attention!

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Project:

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